

AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph bridging pages 15 and 16 with the following rewritten paragraph:

The triangular pyramidal frustum element of the invention has a feature that the length (e) (hereinafter, called as the longest distance (e) between the top surface (c) and the bottom surface ~~(b)(d)~~) of a longest line among three lines which extend perpendicularly from the respective intersections crossing the top surface (c) with the three edges of the imaginary triangular pyramid to the bottom surface (b) is in the range of 20 to 250 μm , preferably 50 to 200 μm , and more preferably 70 to 150 μm .

Please replace the first full paragraph on page 16 with the following rewritten paragraph:

In the case where the longest distance (e) between the top surface (c) and the bottom surface (b)~~(b) and the bottom surface (e)~~ is smaller than 20 μm , retroreflective performance tends to be lowered; and in the case where the longest distance (e) exceeds 250 μm , incident angularities tend to be lowered.

Please replace the paragraph bridging pages 20 and 21 with the following rewritten paragraph:

An example of the method for producing the molding die (female die) having a metallic die in which an inverted pattern of the triangular pyramidal frustum type microprism pattern is concavely formed in a close-packed state is as follows. First, a male die in which a multitude of micro-sized triangular pyramidal frustum protrusions are arrayed on a close-packed state is produced by: forming arrays of parallel grooves with a V-shape in cross section in a base

member, which is made of a metallic material such as copper and has a smoothly grinded surface, with use of super hard bites (e.g. a diamond bite, a tungsten carbide bite, or the like) having respective tip angles calculated based on an assumed triangular pyramidal shape, with repeated pitches in the respective directions (a_1 , a_2 , a_3), the predetermined depth of the groove (assumed height of the imaginary triangular pyramid), and the respective angles between the adjacent side surfaces in conformity to the targeted imaginary triangular pyramidal configuration; and cutting off an upper portion of the obtained triangular pyramid in such a manner that the distance between the top surface (c) and the bottom surface (b)~~(d)~~ is set to a predetermined height. Then, a nickel-made female die with an inverse pattern to the pattern of the male die is produced by electroforming, using the male die.